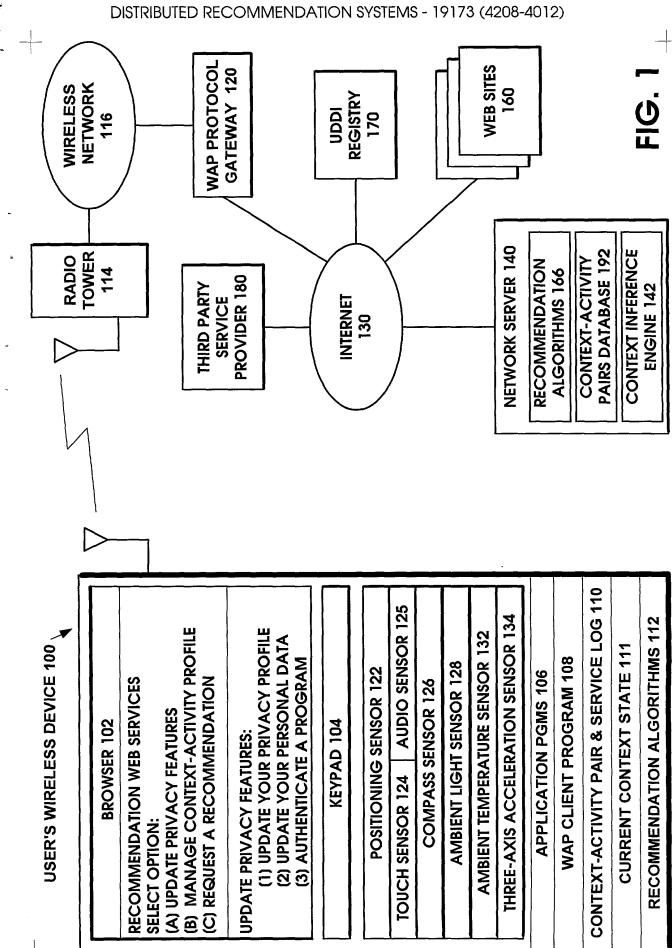
JUKKA-PEKKA SALMENKAITA and ANTTI SORVARI METHOD AND BUSINESS PROCESS TO MAINTAIN PRIVACY IN DISTRIBUTED RECOMMENDATION SYSTEMS - 19173 (4208-4012)



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USER'S WIRELESS DEVICE 100

BROWSER 102 UPDATE PRIVACY FEATURES: (1) UPDATE YOUR PRIVACY PROFILE

(a) Add a local program to permissions list

(b) Remove a local program from list

(c) Add a server program to permissions list

(d) Remove a server program from list (e) Add a network program to permissions list

(f) Remove a network program from list

(2) UPDATE YOUR PERSONAL DATA

(a) Update server database (b) Update network database

KEYPAD 104

POSITIONING SENSOR 122

TOUCH SENSOR 124

COMPASS SENSOR 126

AMBIENT LIGHT SENSOR 128

AMBIENT TEMPERATURE SENSOR 132

THREE-AXIS ACCELERATION SENSOR 134

FIG. 1A

USER'S WIRELESS DEVICE 100

BROWSER 102

UPDATE PRIVACY FEATURES:

(3) AUTHENTICATE A PROGRAM

(a) Request program's public key certificate

(b) Verify certificate signatures

(c) Verify validity time

(d) Verify revocation status

(e) Check if certificate authority is on trust list

(f) Flag program as authenticated

(4) REGISTER A PROGRAM

(a) When can the accesses take place (b) What data can be accessed

KEYPAD 104

POSITIONING SENSOR 122

TOUCH SENSOR 124

COMPASS SENSOR 126

AMBIENT LIGHT SENSOR 128

AMBIENT TEMPERATURE SENSOR 132

THREE-AXIS ACCELERATION SENSOR 134

FIG. 1B

The state of the s

USER'S WIRELESS DEVICE 100

USER'S WIRELESS DEVICE 100

MANAGE CONTEXT-ACTIVITY PROFILE:

BROWSER 102

(a) day time radio preferences (b) night time radio preferences

(1) AUTOMOBILE

(c) map display preferences (d) service station preferences

(a) restaurant preferences

(2) DINING

(b) food preferences

MANAGE CONTEXT-ACTIVITY PROFILE: (3) ENTERTAINMENT (a) movie preferences (b) sports preferences (d) weather forecasts (b) dirline preferences (c) hotel preferences (d) car rental preferences (d) car rental preferences (d) car rental preferences AMBIENT LIGHT SENSOR 124 COMPASS SENSOR 126 AMBIENT LIGHT SENSOR 128 AMBIENT TEMPERATURE SENSOR 132

FIG. 1C

THREE-AXIS ACCELERATION SENSOR 134

AMBIENT TEMPERATURE SENSOR 132

AMBIENT LIGHT SENSOR 128

COMPASS SENSOR 126

POSITIONING SENSOR 122

KEYPAD 104

TOUCH SENSOR 124

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USER'S WIRELESS DEVICE 100 \

BROWSER 102

REQUEST A RECOMMENDATION:

(1) AUTOMOBILE ACTIVITIES

(b) request night time radio recommendation (a) request day time radio recommendation

(c) request map recommendation

(d) request service station recommendation

(2) DINING ACTIVITIES

(a) request restaurant recommendation

(b) request food recommendation

KEYPAD 104

POSITIONING SENSOR 122

TOUCH SENSOR 124

COMPASS SENSOR 126

AMBIENT LIGHT SENSOR 128

AMBIENT TEMPERATURE SENSOR 132

THREE-AXIS ACCELERATION SENSOR 134

FIG. 1E

THREE-AXIS ACCELERATION SENSOR 134 AMBIENT TEMPERATURE SENSOR 132 (d) request car rental recommendation USER'S WIRELESS DEVICE 100 \ **AMBIENT LIGHT SENSOR 128** (b) request airline recommendation (3) ENTERTAINMENT ACTIVITIES (a) request movie recommendation POSITIONING SENSOR 122 (b) request sports recommendation (c) request hotel recommendation COMPASS SENSOR 126 **TOUCH SENSOR 124** REQUEST A RECOMMENDATION: (a) request weather forecasts KEYPAD 104 **BROWSER 102** (4) TRAVEL ACTIVITIES

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USER'S WIRELESS DEVICE 100

BROWSER 102

ACTIVITY: DINING - restaurant

CONTEXT:

LOCAL TIME: 2001/05/08/8:00 PM

LOCATION: Beale Street, Memphis, TN LIGHT LEVEL - Street Lights /Night

AMBIENT TEMPERATURE - 22 C

SPEED - ACCELERATION - 0 SERVICE RECOMMENDATIONS: Joe's Beef Barbecue Restaurant

The Blues Diner Elvis' Place

KEYPAD 104

POSITIONING SENSOR 122

IOUCH SENSOR 124

COMPASS SENSOR 126

AMBIENT LIGHT SENSOR 128

AMBIENT TEMPERATURE SENSOR 132

THREE-AXIS ACCELERATION SENSOR 134

FIG. 10

USER'S WIRELESS DEVICE 100 .

BROWSER 102

ACTIVITY: DINING - restaurant

CONTEXT:

LOCATION: Beale Street, Memphis, TN LOCAL TIME: 2001/06/08/7:30 AM

AMBIENT TEMPERATURE - 16 C LIGHT LEVEL - Daylight

SPEED - ACCELERATION - 0

SERVICE RECOMMENDATIONS

Betty's Homestyle Breakfast Pancake Restaurant **Great Start Diner**

KEYPAD 104

POSITIONING SENSOR 122

TOUCH SENSOR 124

COMPASS SENSOR 126

AMBIENT LIGHT SENSOR 128

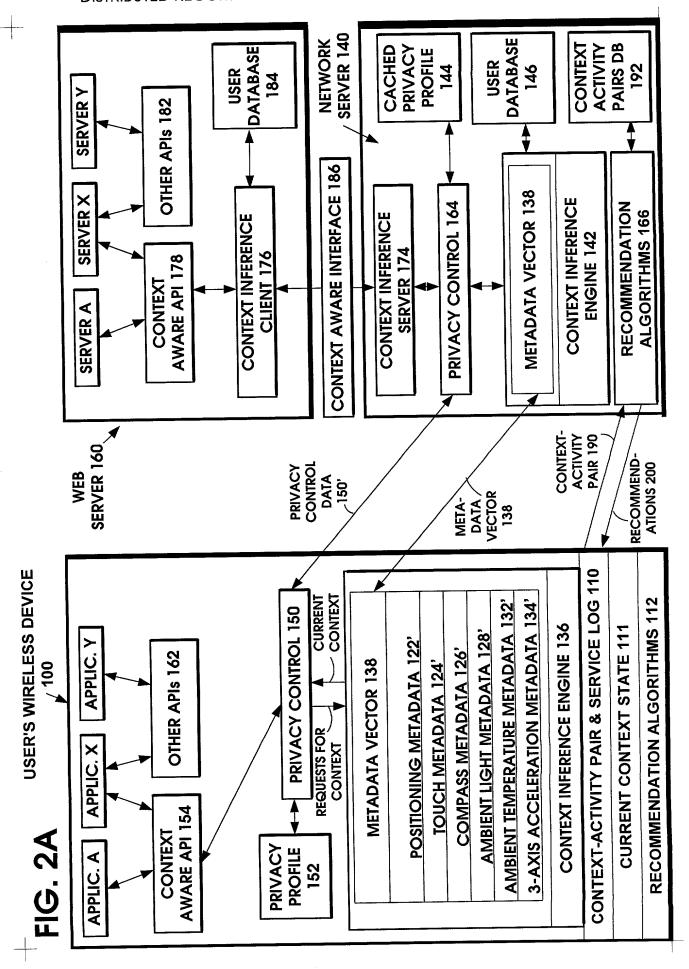
AMBIENT TEMPERATURE SENSOR 132

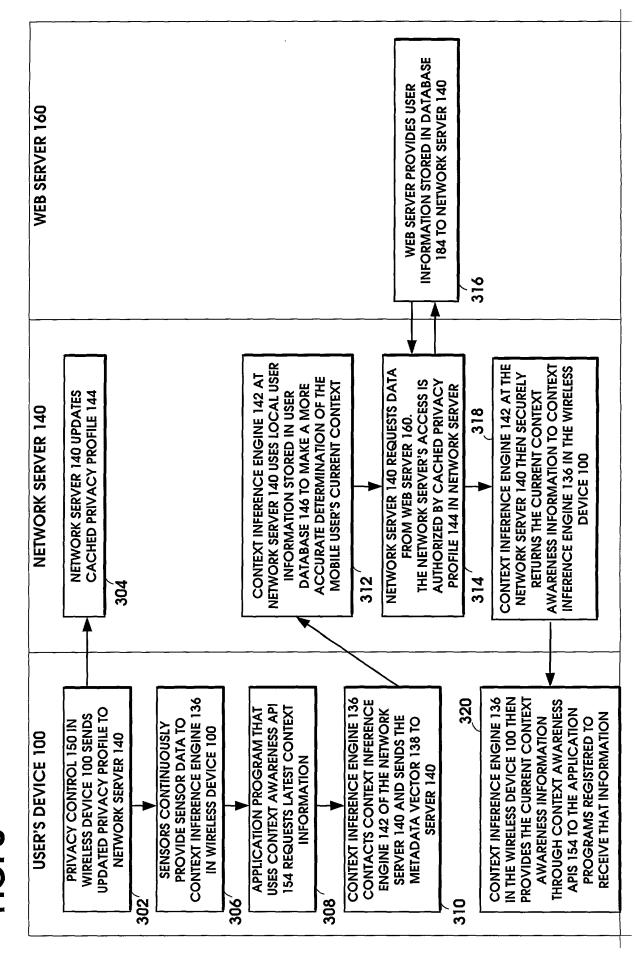
THREE-AXIS ACCELERATION SENSOR 134

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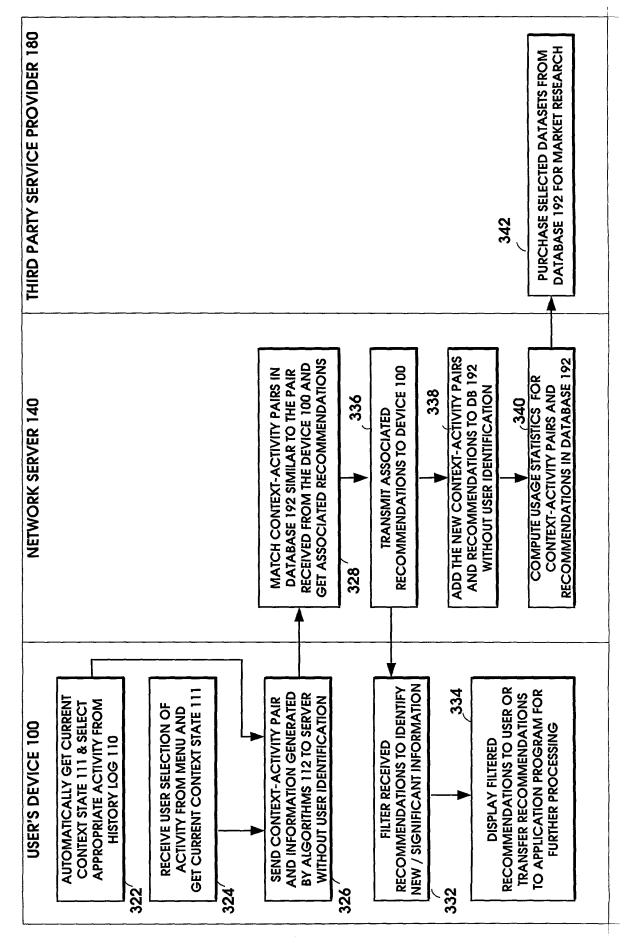
WIRELESS DEVICE 100

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FIG. 3B

NUMBER TIMES RECOMMENDED CONTEXT-ACTIVITY PAIRS AND SERVICES DATABASE 192 IN SERVER 140 R=100R=130R = 150R=120 R=120R=33 R=18 R=25 R=40 R=20 SERVICE RECOMMENDATIONS Joe's Beef Barbecue Restaurant Betty's Homestyle Breakfast Dan's Fast Food Restaurant Dan's Fast Food Restaurant The Gourmet Restaurant Mike's Quick Breakfasts Pancake Restaurant **Great Start Diner** The Blues Diner Elvis' Place LIGHT LEVEL: Night AMBIENT TEMPERATURE: 15 C - 25 C AMBIENT TEMPERATURE: 15 C - 25 C SPEED - ACCELERATION: 0 - 50 kph SPEED - ACCELERATION: 0 - 50 kph LOCATION: Beale St, Memphis TN **LOCATION: Beale St, Memphis TN** LOCAL TIME: 5:00 AM - 10:59 AM LOCAL TIME: 6:00 PM - 11:59 PM CONTEXT-ACTIVITY PAIRS LIGHT LEVEL: Daylight DINING - restaurant DINING - restaurant CONTEXT: CONTEXT: ACTIVITY: **ACTIVITY:**

JUKKA-PEKKA SALMENKAITA and ANTTI SORVARI METHOD AND BUSINESS PROCESS TO MAINTAIN PRIVACY IN DISTRIBUTED RECOMMENDATION SYSTEMS - 19173 (4208-4012)

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FIG. 3C

SEDVED	SERVER	R=20	R=33	R=18	R=25	R=40	R=120	R=100	R=130	R=150	R=120
RECEIVE BUFFER IN DEVICE 100	RECOMMENDATIONS FROM SERVER	Joe's Beef Barbecue Restaurant	Eivis' Place	The Blues Diner	The Gourmet Restaurant	Dan's Fast Food Restaurant	Pancake Restaurant	Great Start Diner	Betty's Homestyle Breakfast	Mike's Quick Breakfasts	Dan's Fast Food Restaurant
CONTEXT-ACTIVITY PAIRS AND SERVICE HISTORY LOG 110 IN DEVICE 100	HISTORY OF SERVICES USED	The Gourmet Restaurant (USER'S RATING = 8)	Dan's Fast Food Restaurant (USER'S RATING = 6)				Mike's Quick Breakfasts (USER'S RATING = 8)	Dan's Fast Food Restaurant (USER'S RATING = 5)			
CONTEXT-ACTIVITY PAIRS A	CONTEXT-ACTIVITY PAIR HISTORY	ACTIVITY:	ACTIVITY: DINING - restaurant CONTEXT: LOCAL TIME: 6:00 PM - 11:59 PM LOCATION: Beale St, Memphis TN LIGHT LEVEL: Night AMBIENT TEMPERATURE: 15 C - 25 C SPEED - ACCELERATION: 0 - 50 kph					DINING - restaurant CONTEXT:	LOCAL TIME: 5:00 AM - 10:59 AM LOCATION: Begle St, Memphis TN	LIGHT LEVEL: Daylight AMBIENT TEMPERATURE: 15 C - 25 C	SPEED - ACCELERATION: 0 - 50 kph

JUKKA-PEKKA SALMENKAITA and ANTTI SORVARI METHOD AND BUSINESS PROCESS TO MAINTAIN PRIVACY IN DISTRIBUTED RECOMMENDATION SYSTEMS - 19173 (4208-4012)

DATABASE 192 FOR MARKET RESEARCH PURCHASE SELECTED DATASETS FROM

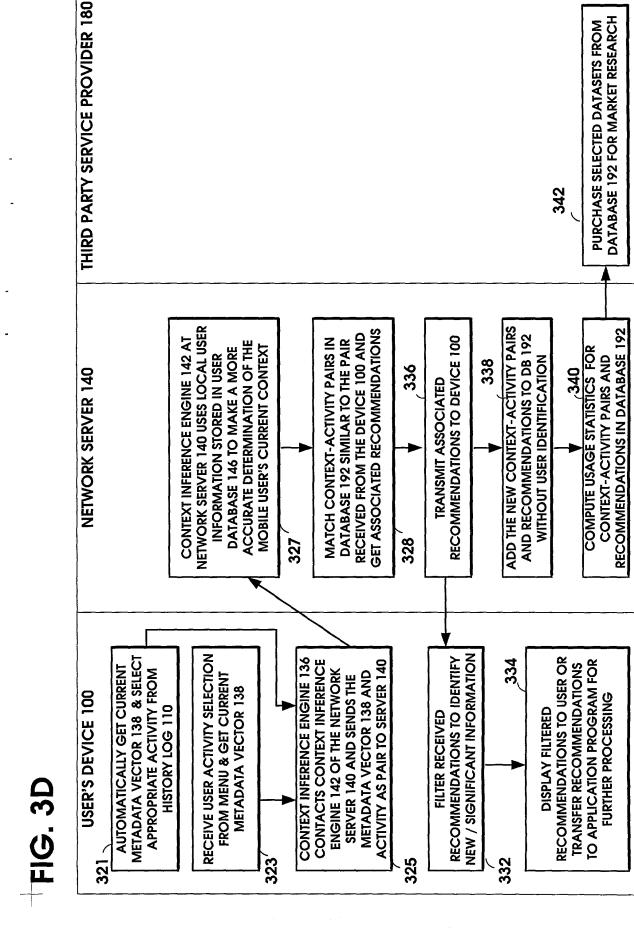
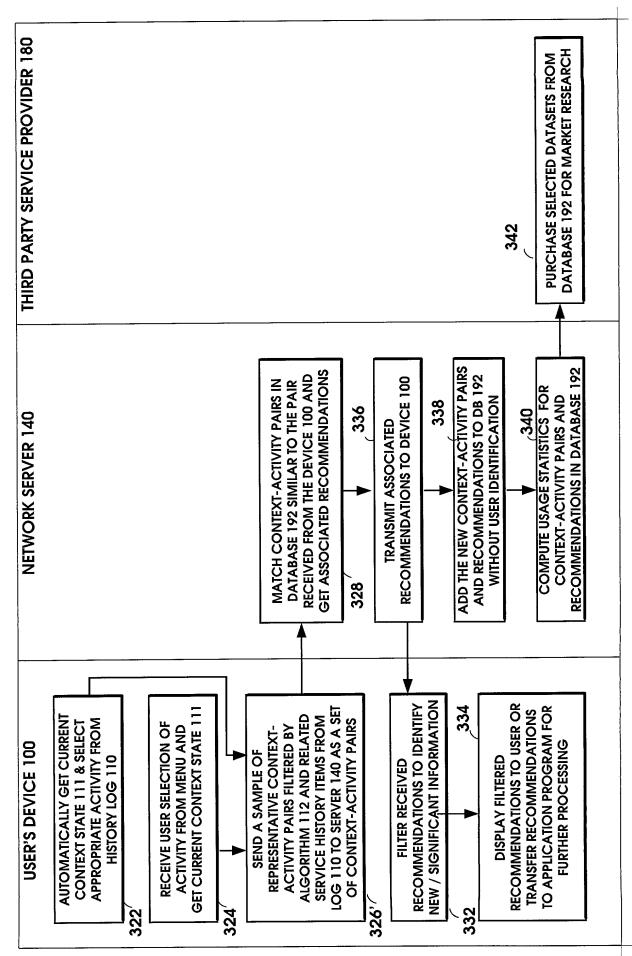
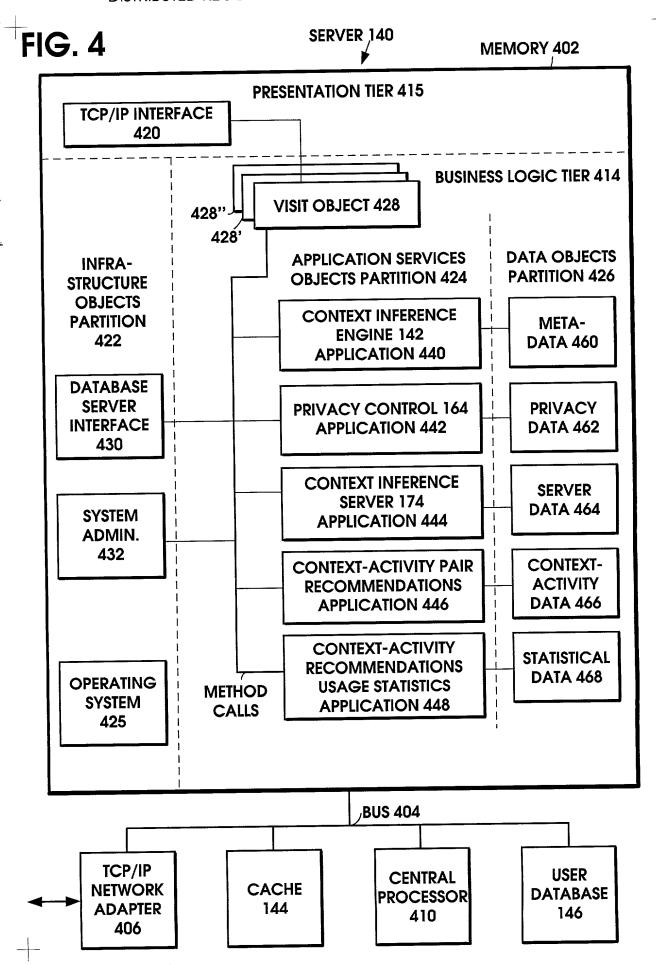


FIG. 3E





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